

FIG. 1
PRINCIPLE CARD 1
Front Side 2 ↴
Back Side 3 ↵

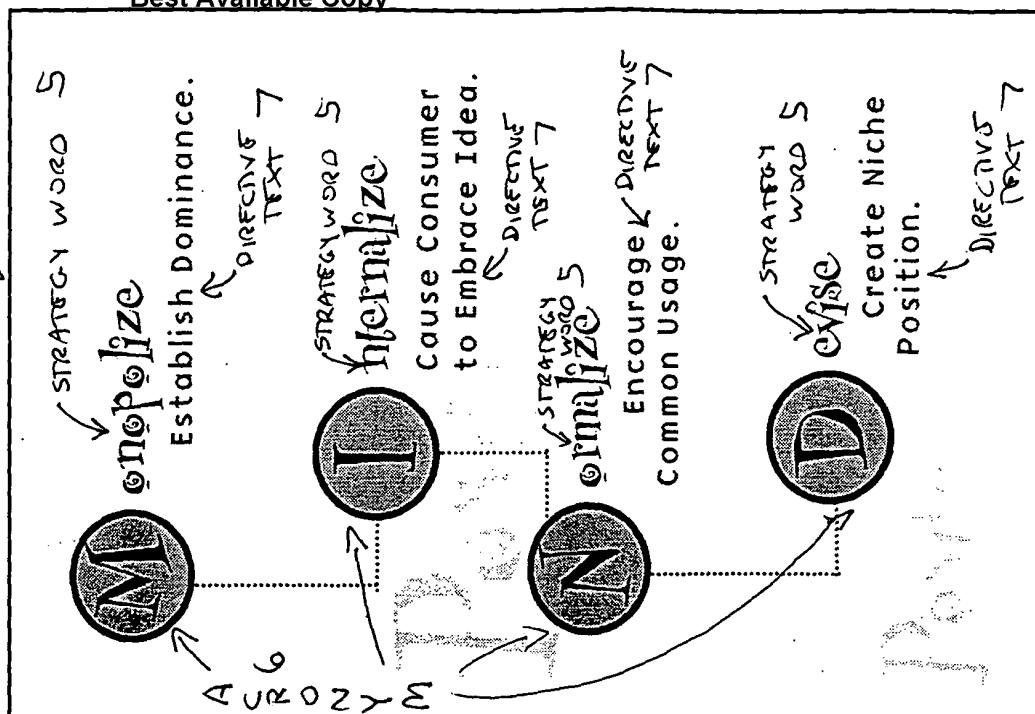
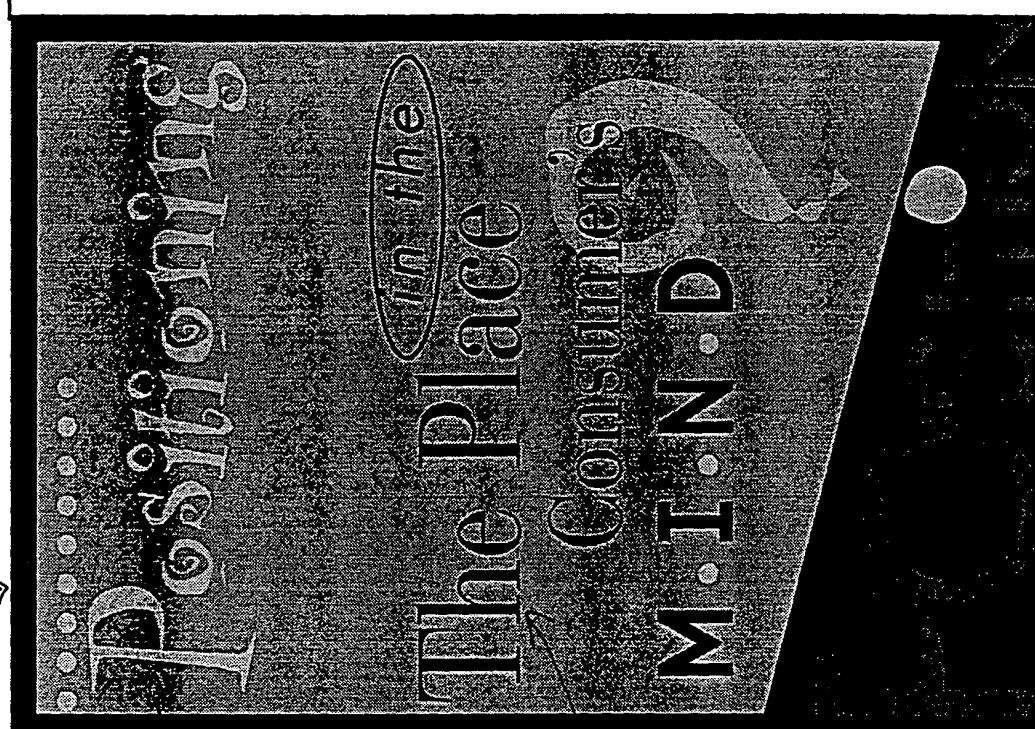
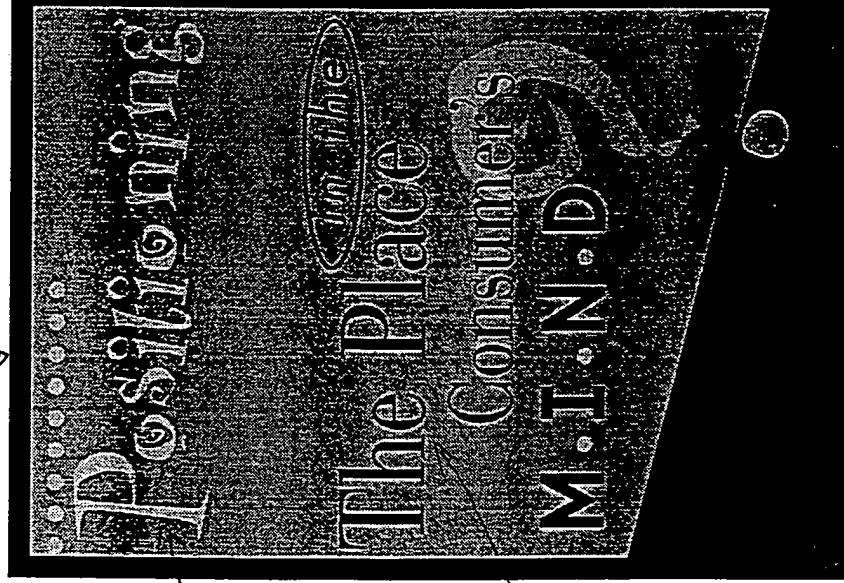


FIG. 2

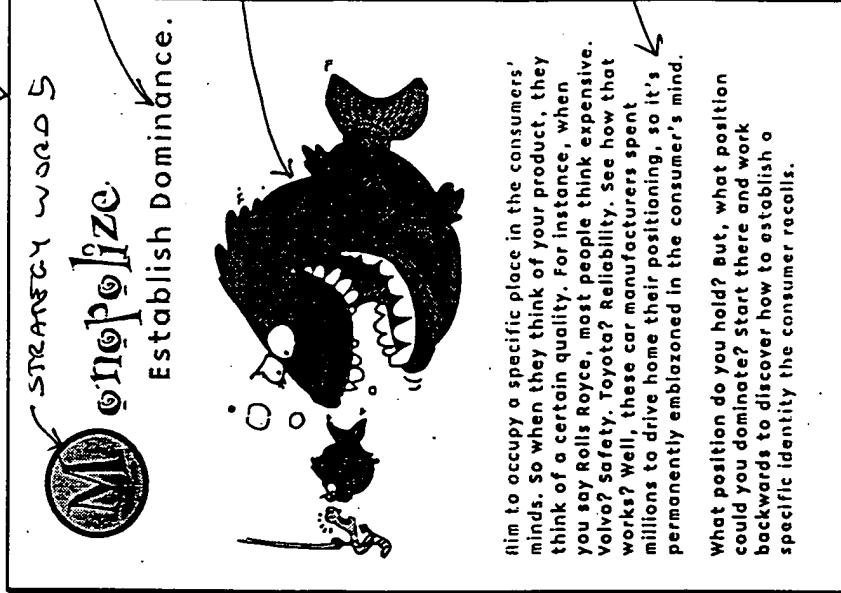
STRATEGY CARD 8

FRONT POSITION 9 → BACK POSITION 10



Principle words
4

PHASES
12



film to occupy a specific place in the consumers' minds, so when they think of your product, they think of a certain quality. For instance, when you say Rolls Royce, most people think expensive. Safety? Safety. Toyota? Reliability. See how that works? Well, these car manufacturers spent millions to drive home their positioning, so it's permanently emblazoned in the consumer's mind.

What position do you hold? But, what position could you dominate? Start there and work backwards to discover how to establish a specific identity the consumer recalls.

SKETCHES
13

EXPLANATORY
TSXT 13

FIG. 3

INSTRUCTIONAL CARD 14
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